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Piedmont Triad economic developers participate in N.C. Dept. of Commerce European mission

PIEDMONT TRIAD, N.C., March 25: Four representatives of the Piedmont Triad economic development community will participate in the NC Department of Commerce's Spring European Mission to Britain and Germany March 26-April 3.

Watts Carr (Chairman of the Piedmont Triad Partnership), **Loren Hill** (President of High Point Economic Development Corporation), **Steve Gooze** (Director of the Davidson County Economic Development Commission), and **Richard Wiley** (Director of Economic Development for Duke Power) will represent the region on the European mission. The Triad group will participate in official Dept. of Commerce events in Munich, Germany, and Manchester and London, England.

Secretary of Commerce Jim Fain, a former High Pointer, is leading the delegation.

Representatives of the region routinely travel to raise awareness of the region and its cities, and to meet with business location prospects. This mission, organized by the Department of Commerce, will include direct prospect calls, existing industry calls, and seminars designed to market to Europe's advanced manufacturers.

"Because of our central location along the Eastern Seaboard and in North Carolina, the Piedmont Triad can effectively position itself to attract European investment," said Penny Whiteheart, Senior Vice President for the Piedmont Triad Partnership. "We've worked hard, along with the N.C. Dept. of Commerce, to develop relationships between the Piedmont Triad and targeted regions in Europe.

"Attending these trade missions is vital to our ability to maintain relationships with European allies and prospects and to raise awareness of the Triad in front of this key European audience."

“The Piedmont Triad region is home to more than 220 internationally-based companies – 62 of which are located in High Point,” said Loren Hill, of the High Point EDC. “We anticipate that a significant amount of investment and job growth in our region will continue to come from international companies; thus it is important for us to make calls on prospective companies and to visit the headquarters of companies already in the Triad to thank them for their continued investment.”

Simultaneous with this N.C. Dept. of Commerce trip, **Bill Shore** of the Piedmont Triad Office of the N.C. Dept. of Commerce will visit other nearby regions, including calling on Swedish companies in the automotive, biotechnology and general manufacturing industries.

The Piedmont Triad Partnership (www.piedmonttriadnc.com), one of seven regional partnerships in North Carolina, is the economic development and marketing organization representing the 12-county Piedmont Triad region. The Piedmont Triad, the nation's 36th-largest metropolitan area with more than 1.5 million residents, includes the counties of Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, and Yadkin.

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